



Disaster Responder Member Benefits and Resources Calendar

This calendar provides an overview of benefits and resources that will be provided to Disaster Responder Program members at specific times throughout the Red Cross fiscal year 2019 (July 1, 2018 through June 30, 2019). **Timeframes and placements are subject to change.**

| July 2018 | August 2018 | September 2018 |
|------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| FY18 Quarterly Disaster Update (Apr. – Jun. 2018) | Hurricane Preparedness Communications Resources | Annual Red Cross press release acknowledging program members |
| October 2018 | November 2018 | December 2018 |
| FY19 Quarterly Disaster Update (Jul. – Sept. 2018) Fall Daylight Savings “Turn and Test” Smoke Alarms Communications Resources | Recognition in national print ad (<i>Businessweek</i>) Holiday Safety Communications Resources | Recognition in Red Cross FY18 Annual Disaster Update* Calendar Year-End Members-Only Disaster Leadership Update Call and Video |
| January 2019 | February 2019 | March 2019 |
| FY19 Quarterly Disaster Update (Oct. – Dec. 2018) Recognition in Red Cross FY18 Annual Report* | Spring Daylight Savings “Turn and Test” Smoke Alarms Communications Resources | <i>Sound the Alarm</i> Communications Resources |
| April 2019 | May 2019 | June 2019 |
| FY19 Quarterly Disaster Update (Jan. – Mar. 2019) * Bonus * Recognition in national print ad (<i>Time Magazine</i>) | Annual Member Satisfaction Survey Missing Types Blood Campaign Communications Resources | Fiscal Year-End Members-Only Disaster Leadership Update Call |

During major disasters

- Your name in select national Red Cross disaster press releases or stories
- Your name in Information Updates distributed to Red Cross supporters during times of disaster
- Timely information following major disasters through exclusive leadership update calls, followed by written call summary and resources
- Updates on key Red Cross disaster response activities to share internally

*Members as of June 30, 2018 only



Disaster Responder Member Benefits and Resources List

Below are the benefits available to Disaster Responder members during their partnership term. Members should contact their Red Cross relationship manager to discuss activation of any non-scheduled benefits.

Communications and Marketing

- Your name in one annual full-page ad in national print media acknowledging members
- Partnership press release distributed regionally by Red Cross in your headquarters market and linked from redcross.org
- Quote from Red Cross senior leadership for your use
- Your name in annual Red Cross press release acknowledging members
- Red Cross subject-matter expert available once annually to author a piece on your communications channels
- Your name on redcross.org with a dedicated page describing partnership
- Your logo on regional Red Cross website where your headquarters is located
- Your name in national Red Cross Annual Report and Disaster Update publications
- Red Cross Facebook and Twitter accounts like your posts about our partnership
- Annual video highlighting disaster work made possible by Disaster Responder members
- Your company-produced partnership video hosted on the Red Cross YouTube channel
- Access to Disaster Responder Communications and Marketing Toolkit
- Timely Red Cross-prepared communication resources to amplify partnership at key times of year
- Alignment with Red Cross logos and use of select photos/videos

Disaster Response Engagement and Resources

- Your name in select national Red Cross disaster press releases or stories
- Your name in Information Updates distributed to Red Cross supporters during times of disaster
- Timely information following major disasters through exclusive leadership update calls, followed by written call summary and resources
- Updates on key Red Cross disaster response activities to share internally

Employee Engagement

- One coordinated employee engagement opportunity in up to five markets
- Red Cross speaker available for annual donor function or employee education session
- Red Cross “lunch and learn” at company event on CPR, safety or other topics
- Ten-percent employee discount on Red Cross Store products
- Custom donation microsite to make employee or customer giving easy to launch and track

Impact Reporting and Information Access

- Custom annual Disaster Responder partnership report detailing outcomes
- Quarterly Disaster Service Delivery Updates
- Invitation to annual disaster update call with Red Cross leadership
- Invitations to general donor update calls, as scheduled
- Access to information and support throughout the year from your dedicated Red Cross relationship manager